Fulfillment

premium
free gift
write in for coupons
name address

5/31
Jan

BB offer on a matchbook

→ Lighter company
whitney company
toothpaste cleaners
deane soaps

Magazine name generation

OPB

most recent 6-8
1993

avem/independent
Universe 111,000
circulation
in RM 62,318
C 24,600
I 37,000

Merit
Parliament
B+H
V Slims

8 FSIs dropped
national circulation
~55MM.

redemption
1993

9¢ coupon

55,000,000 — 5,000,000 — 9%
400,000,00 — 1.25%

20453798999

Source: https://www.industrydocuments.ucsf.edu/docs/fygj0004